

In the Title

The title has been changed on page 1 and page 77 (now page 87) to read --Computer Program Apparatus for Determining Behavioral Profile of a Computer User--.

In the Related Applications section

A "Related Application" paragraph has been added after the title.

In the Summary section

The Summary of the Invention section has been amended by adding the following paragraph to page 5 after line 20 of the substitute Specification (now page 6, after line 18):

--In one embodiment a computer program embodied on a computer readable medium for creating and defining a psychographic profile of a user to support display of appropriate screen views to the user is provided. The computer program includes an agate data portion, a user profiling member and a program controller. The agate data portion provides agate information for display to users. The user profiling member records information regarding each user. In particular, the user profiling member records indications of user responses and physical activity with respect to screen views during display of said screen views. As such, the user profiling member enables creation of a psychographic profile of each user based on the recorded information. The program controller in response to user commands, (i) obtains information from the agate data portion and user profiling member, (ii) creates and obtains the psychographic profile of the user from the obtained information, and (iii) generates and displays